(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification⁷: H04Q 7/00

(21) International Application Number: PCT/CA01/00139

(22) International Filing Date: 7 February 2001 (07.02.2001)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2,298,194   7 February 2000 (07.02.2000)   CA

(71) Applicant: PROFILIUM INC. [CA/CA]; 445 St-Vincent, Montreal, Quebec H2Y 3A6 (CA).

(72) Inventors: DEMELLO, Aaron; 20 St-Paul East, Suite 3, Montreal, Quebec H2Y 1G3 (CA). MILLER, Alexander; 4718 Edouard Montpetit, Montreal, Quebec H3W 1P5 (CA). LEGENDRE, Alexandre; 4851 Côte St-Luc, Apt. 507, Montreal, Quebec H3W 2H6 (CA). HOST, Gerald; 20 St-Paul East, Suite 2, Montreal, Quebec H2Y 1G3 (CA).
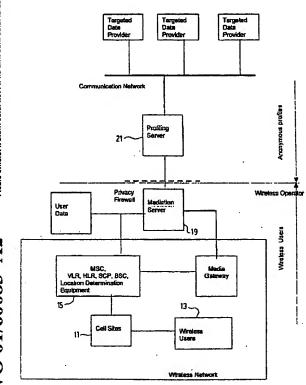
(74) Agent: ROBIC; 55 St-Jacques, Montreal, Quebec H2Y 3X2 (CA).

(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published:
— without international search report and to be republished upon receipt of that report

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR THE DELIVERY OF TARGETED DATA OVER WIRELESS NETWORKS

(57) Abstract: The present invention relates to a system and method for the passive location positioning of wireless handsets for the purposes of delivering targeted data to users in a wireless communications network while protecting the privacy of the users. The network may contain a plurality of clusters comprising at least two physical nodes communication with each other via a remote link. The first node, the Mediation Server, receives raw location positioning data from the wireless communications network and sends standardized location positioning data with encrypted unique identifiers to the second node, the Profiling Server. The Profiling Server tracks and profiles current and historical location positioning data, compiling databases of anonymous user profiles to permit targeting of personalized and relevant data. The Profiling Server targets data to users with matching profiles and forwards those messages to the Mediation Server for encryption and further message compilation and transport. Privacy is achieved by separation of data collection and message transmission functions from the profiling and targeting functions. The present invention also concerns a method of anonymizing data related to a wireless transceiver.

WO 01/60083 A2